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# WHY Jefferson SEED CORN YIELDS BETTER



# Why Jefferson Seed Corn Yields Better

Some factors which reduce the yields in the average corn field are poor stands, barren stalks, diseases and small ears. These factors pertain to the seed and are aside from the soil and growing conditions.

## Good Stands

Poor stands are largely due to dead or weak kernels. Germination tests tell all about the dead kernels and these can be avoided easily, but the germination tests do not tell the number of seeds which are too weak to make sturdy plants in the cool soil of early Spring. A large proportion of seed corn contains many such weak kernels. Go into the average corn field and note the number of missing and one-stalk hills. To produce seed corn with 97 to 100 per cent strong kernels, requires knowledge of curing Seed Corn which comes only from experience and careful study. Jefferson Seed House has given the problem careful study for a number of years and has had experience in handling millions of bushels of Seed Corn during that time. Application of this knowledge is what makes Jefferson Seed Corn produce uniform, strong plants even under cool, wet and other adverse conditions.

## Free From Diseases

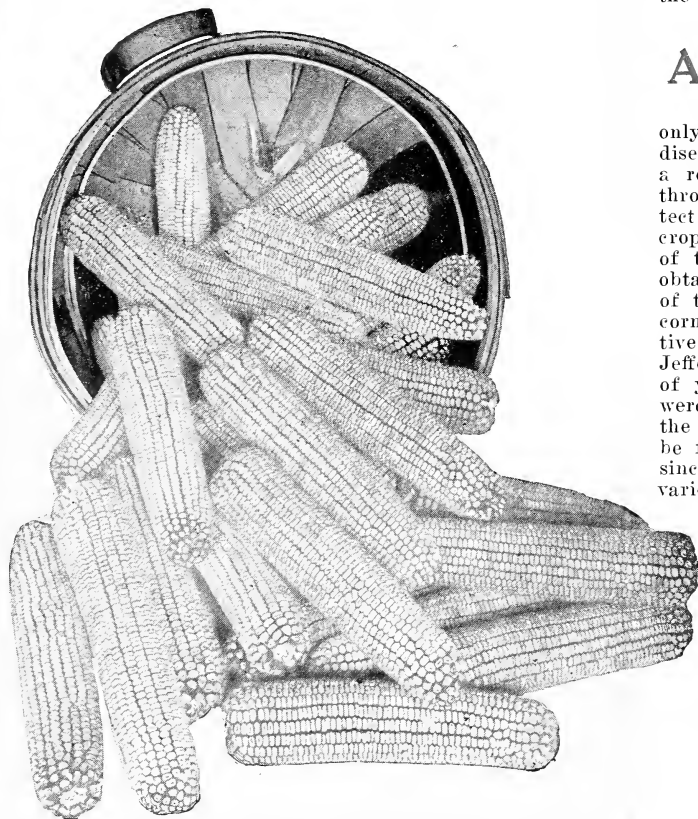
Corn diseases are much more prevalent than the average man knows. Some diseases cause the new plant to die soon after it comes up. Others cause barren stalks. A large number of these diseases are carried in ordinary seed corn, but can be selected out of well bred strains. Selection of disease-free strains is another reason why Jefferson Brand Seed Corn produces a surprisingly high percentage of mature, full producing plants.

## Large Ears—Very Few Nubbins

Small ears and nubbins are usually results of poor inheritance where soil and growth conditions are favorable. Selection of strains which produce big, uniform ears has almost eliminated the percentage of nubbins in the crop from Jefferson Brand Seed Corn.

## Advanced Breeding Methods

Ear-to-row selections have made it possible to save only strains which give high yields and are free from disease. By this method, each selected ear is planted in a row by itself along rows of many other ears. All through the growing season, each row is watched to detect weakness or disease in any of the strains and the crop from each row is harvested and weighed. After years of this selection, high yielding, disease-free strains are obtained. Open field selection and ear type selections are of the past. We are constantly trying new methods of corn breeding and adopt them only after proving effective thru strict trials. Our own seed stocks from which all Jefferson Brand Seed Corn is produced are the results of years and years of this careful work. If the truth were known and the parentage of much of the corn in the Central Corn Belt could be traced, much of it would be found to trace back to Jefferson Brand Seed Stocks, since we have not only introduced and distributed many varieties, but enjoy the distinction and reputation of being the World's Largest Seed Corn House.



DIAMOND JOE BIG EARLY WHITE

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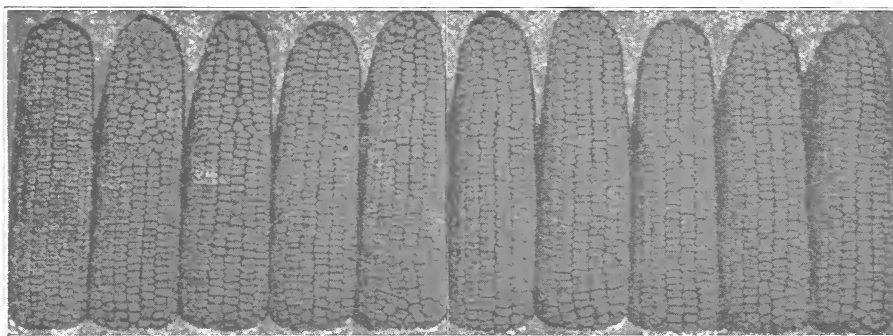
Jefferson Seed Corn yields better because of this careful production, curing and breeding founded on long experience and a long standing policy to distribute only the best. Jefferson Seed Corn is sold in every state and costs very little more than ordinary corn. The small extra cost pays liberal returns and is the best crop insurance obtainable.

# What is Good Seed Corn?

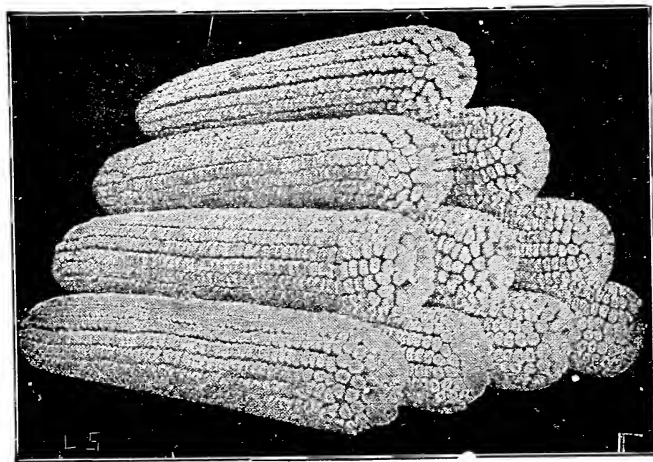
To be first class seed corn it should be of a standard variety of superior quality in yield, of early and sound maturity, corn that has demonstrated its ability to outyield other strains of the same variety. It must show a high percentage of germination, thus insuring an even and perfect stand. It can only be secured from a practical and scientific corn breeder, one who possesses a knowledge and experience in the growing, breeding and judging, as well as the preparation of seed in all its details.

"Mother Earth may offer Her choicest Fields, the Sun may lavish His brightest rays, the gentle Showers may float down on the balmiest winds of Spring to nourish the Infant Plant—yet, if this Child of God has been touched by the blighting Breath of Decay, or is the Offspring of Perverted Parentage, all the kindly Care of Loving Nature, aided by the Hand of Man, but emphasizes the more strongly that 'Whatsoever a Man Soweth, That Shall He Also Reap'."

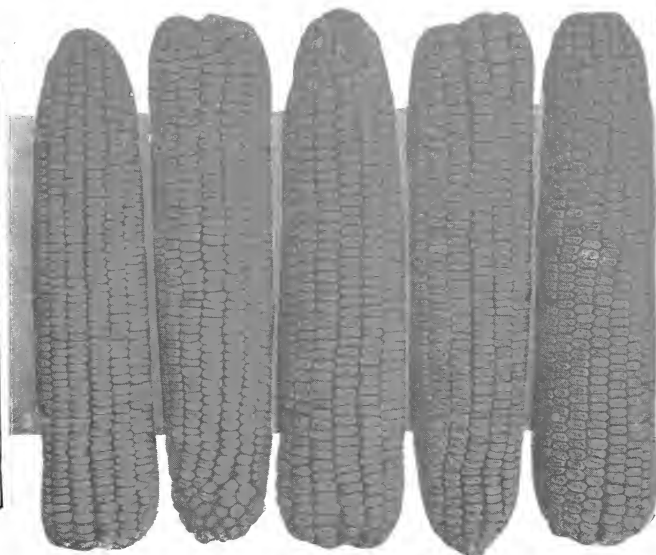
## Grown in the Real Heart of the Corn Belt



IOWA GOLD MINE



PRIDE OF NISHNA



REID'S YELLOW DENT

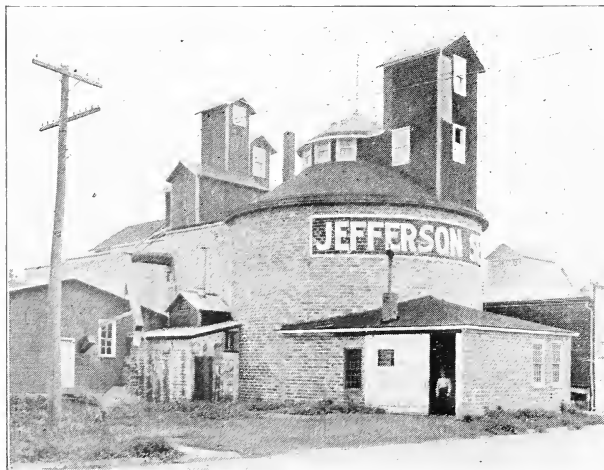
# Wholesale Seed Corn Growers and Breeders

Again, we call your favorable attention to our advantages as Wholesale Seed Corn Breeders and Growers. Those dealers, who have handled our Seed Corn year after year, need no introduction as to our advantages in this line. Many of them have visited us here and inspected our fields. For the benefit of others, we issue this circular stating why and how it is possible for us, thru the aid of Nature and the assistance of Man, to produce and furnish Seed Corn, now favorably known wherever corn is grown.

## Our Location

Jefferson is located in Greene County, the Heart of The Great Iowa Corn Belt, the County that produced the Champion Corn shown in the Great Horn of Plenty at the San Francisco Exposition. It is universally conceded that conditions in this part of the State are most ideal for the successful growing of corn for seed purposes. There is perhaps no other section in the United States, so generally favored with every natural advantage in soil, climate, rainfall and other conditions that tend to produce the largest yields of corn, unexcelled in quality and of perfect maturity. Our soil is warm and sandy, which not only forces rapid growth, but hastens maturity as well.

The United States Grain Corporation in seeking Seed Corn to send to famished Russia naturally came to Iowa, and during the past Winter and Spring, we shipped many thousands of bags of Seed Corn to Russia, all of which passed the most rigid inspection covering quality, germination, moisture content, etc.



View of our 50,000 bushel Seed Corn Warehouse and Shipping Station.



View of our General Offices

## Our Seed Corn

We have already explained the manner of breeding necessary to produce good Seed Corn and it is needless to add that every bushel of Jefferson Seed Corn is the result of this careful work. During the past year, we distributed over 200,000 bushels of Seed Corn in the United States and Canada. Naturally you wonder how this great amount of corn could be grown and handled for seed. In addition to our own Seed Farms of over 1500 acres, our corn is grown for seed purposes by our farmer stockholders. Every member is personally interested in the continued success of this company and realizes that such success comes only thru hard work and that he must devote his time and labor toward raising more and better Seed Corn each year.

Every member grows his own variety, keeping it pure, unmixed and constantly bred up to the zenith of perfection. Early and late varieties are grown miles apart, kept absolutely pure in strain, and with favorable weather conditions, mature within the correct given number of days. It has often been demonstrated that our seed of early varieties suitable for Northern planting will out-grow and out yield the same varieties from native Northern grown seed, because it more perfectly matures and is possessed of more vigor and hardness when grown under the more advantageous conditions here. On the other hand, our very largest and late varieties, as well as the earlier varieties, will be found more vigorous in the Southern States and will mature from two to three weeks earlier than Southern grown seed, making itself while the strength and moisture are still in the soil and before the dry weather and severe hot winds set in.

# Jefferson Seed House,

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# Jefferson, Iowa



# **"Where The Tall Corn Grows"**

## **Our Growing Districts**

Are located in the Central and Northern part of Iowa, and entirely escape the hot, fiery winds which destroy fully two-thirds of the corn crop in Oklahoma, Arkansas, Missouri, Kansas, part of Illinois, Nebraska and southern Iowa.

## **Wholesale Only**

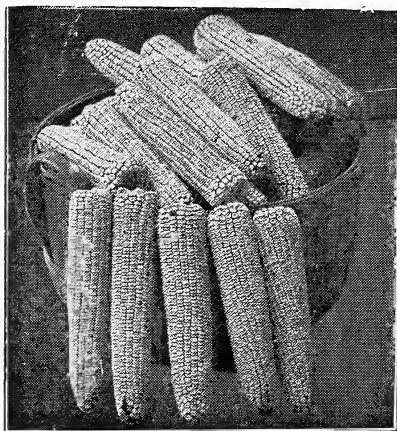
We solicit orders in carlots and less from Seedsmen, Wholesale Grocers, Jobbers, and others who are interested in supplying their trade with high grade Seed Corn and will do our best to protect and assist those we select as distributors. In addition to varieties shown in circular, we grow the varieties as shown on the enclosed form. All Seed Corn is delivered shelled, ready for planting and bagged in even weight bags, plain or printed bags as desired.

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## **Our Representatives**

Will be in your locality within a short time and if you will kindly fill in the enclosed return card, we shall deem it a favor to have one of them call on you without the slightest obligation on your part. We are willing to place his time and expenses against a few minutes of your time in demonstrating to you that now is the time to get into the running on the Seed Corn proposition in your territory.

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**IOWA SILVER MINE**

**Your courtesy in filling in the stamped card will take but a minute's time and will be greatly appreciated.**

